

"Putting it into Context"



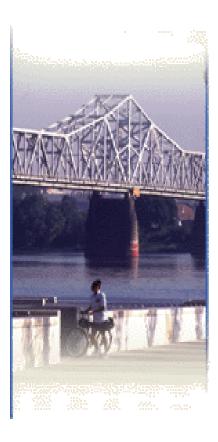
Community Impact Assessment Midwest Regional Workshop Sept. 9-12, 2003





Public Involvement





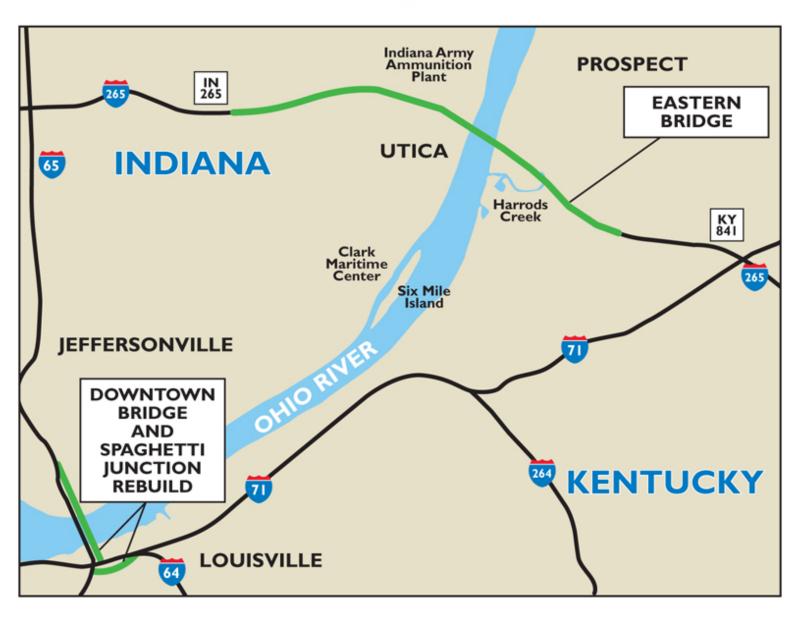




The Record of Decision

- Two New Bridges
 - Downtown
 - East of downtown

Two New Bridges

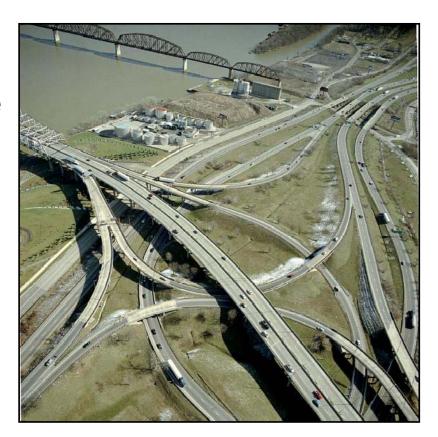




The Record of Decision

Rebuild Kennedy Interchange (Spaghetti Junction)

• I-65, I-64, I-71 juncture





Project Magnitude

- \$1.9 billion (2003 dollars)
- Largest joint Ky./Ind. project ever
- Federal "priority short list"





Broad Support for Decision

- Area residents, business community
- MPO KIPDA
- State governments
- Congressional delegations





Keys to Public Involvement Success

- Commitment from the top
- Sound public involvement plan and execution



Project and Public Involvement Goal

Find the best solution to improve cross-river mobility between Louisville and Southern Indiana





Our Audience

- General public
- Stakeholders: Keen interest in project or are impacted
- Elected officials
- News media
- Government agencies



Key Objectives

- Involve stakeholders
- Obtain and provide information
- Foster understanding, support for decisions



Communications Strategies

- Two-way, concise communications
- Diverse participation aka "intentional engagement"
- Integrate PI in the work, schedule



Building a Network

- Communications tools
- Stakeholder/public involvement participation program
- Stakeholder and public meetings
- Toll-free line, distribution centers
- Media relations



Communications Tools

- Newsletter: Riverlink
- www.kyinbridges.com
 - 3.5 million + hits
- 4500 on mailing list
- 900+ on e-mail list





Public Involvement Program

Five advisory groups

- One regional: big-picture
 - Chambers of Commerce, labor, environmental, historic preservation, recreational groups, major employers
- Four community-based two on each side of the river
 - Small cities, neighborhood/homeowner groups, churches, schools, civic clubs

Public Involvement Program

ELECTED LEADERSHIP COMMUNICATIONS

REGIONAL ADVISORY COUNCIL Community
Transportation
Solutions/
Bi-state team

AREA WORK GROUPS

PUBLIC/STAKEHOLDER MEETINGS



Public Involvement Program

How it Works

- Organizations choose their representatives
 - About 150 organizations/groups represented
- Meetings open to the public
 - 38 public involvement group meetings





How It Works

- PI groups identify issues
- Critique alternatives
- Influence decisions
- Do not make decisions or "vote"



Result = Solutions from Residents

- Route around town of Utica
- Tunnel under U.S. 42/historic property
- Adjustments to address historic neighborhood access issues
- Improving access in Jeffersonville/Clarksville



Engaging the Public

- 8 big public meetings
- 4 public workshops
- 250 community meetings, presentations





Media Relations

- Proactive
- Responsive
- Fair, balanced coverage





Environmental Impact Statement/Preliminary Design

Thank You



